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NH INSURANCE DEPARTMENT PRESS RELEASE

For Immediate Release

New Hampshire Insurance Commissioner Roger Sevigny Helps Launch Insure U National Public Education Program to Help Consumers Get Smart About Insurance

March 28, 2006– New Hampshire joined a number of other state insurance commissioners in New York City today, March 28, 2006, to launch an ambitious national public education program on insurance issues under the banner of “Insure U”.

Developed by the National Association of Insurance Commissioners (NAIC), Insure U has two objectives: to help consumers get smart about insurance as their life stage needs change, and to educate them about ways to avoid being scammed by fake insurance companies. The program includes an online education site, public service announcements in English and Spanish and community educational presentations.

Insure U’s curriculum, available at <http://www.insureuonline.org/>, includes a basic introduction to the four major types of insurance – auto, home, life and health – as well as special considerations for young singles, young families, established families and empty nesters/seniors. Consumers can test their knowledge about insurance by taking an online quiz. Upon successful completion, they can download an Insure U diploma.

“We are a proud member of the NAIC, and we enthusiastically support the NAIC’s Insure U initiative,” said New Hampshire Insurance Commissioner Roger Sevigny, “We will be implementing its educational components throughout the coming year to help the citizens of New Hampshire better understand insurance products and how they fit people’s needs at different life stages.”

The campaign’s TV public service announcement (PSA) warns consumers about the growing threat of fake insurance policies. The PSA encourages consumers to confirm that they are dealing with a real insurance company licensed to do business in New Hampshire prior to purchasing a policy. The spot ends with an on-camera tag by Commissioner Sevigny. A radio PSA in Spanish will carry the same message.

Consumers can confirm the license status of anyone trying to sell them a policy by calling the Department’s toll free number, 1-800-852-3416, or by using the “On-Line License Services” link on the Department’s web site, www.nh.gov/insurance.

ABOUT THE NAIC

Headquartered in Kansas City, Missouri, the National Association of Insurance Commissioners (NAIC) is a voluntary organization of the chief insurance regulatory officials of the 50 states, the District of Columbia and five U.S. territories. The association's overriding objective is to assist state insurance regulators in protecting consumers and helping maintain the financial stability of the insurance industry by offering financial, actuarial, legal, computer, research, market conduct and economic expertise. Formed in 1871, it is the oldest association of state officials. For more information, visit NAIC on the Web at: http://www.naic.org/press_home.htm